

The 21st Century Communities Tourism Assessment

The questions included in this assessment are designed to help you look more closely at issues regarding tourist-related infrastructure issues in your community as you enter the 21st Century. We encourage you to visit Project Rosie where you can access additional information regarding tourism.

We express our appreciation to Margaret Godfrey from the Utah Division of Travel Development for serving as our team leader in developing the Tourism Assessment. If you have questions about tourism which are not answered here or recommendations for this assessment, feel free to contact her by email at mgodfrey@state.ut.us

<u>Name of Community</u> <u>Located In</u> _____ Association of Governments	<u>Local Contact Person</u> <u>Telephone Number</u>	<u>FAX Number</u> <u>E-mail Address</u>
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Part 1: A 21st Century Community participates in a well organized tourism committee.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Have you recruited an effective tourism action committee?			
Have committee roles and responsibilities been clarified and accepted?			
Does your committee have an effective organizational structure?			
Has your committee received leadership and organization skills training? One outstanding Utah source for such training is available through Utah State University Extension.			

Part 2: A 21st Century Community gathers information relative to local tourism and uses this information to guide development of local tourism-development strategies.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Do you have current visitor and economic profiles completed?			
Have you conducted a resident attitude survey? Utah State University Extension offers an outstanding resource to help communities conduct surveys.			
Have you conducted an inventory of tourism attractions and facilities?			

Part 3: A 21st Century Community has developed a shared vision for tourism.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Has your community participated in a visioning process and achieved a consensus of its "preferred" future?			
Has your community looked at experiences of other communities to learn from their successes and failures?			
Does your committee need training regarding the basics of the tourism markets so they can be more effective in establishing goals?			
Has your community have a tourism marketing plan which includes a product development component and is responsive to your community's vision statement?			
Is your tourism marketing/development plan linked to or incorporated into local economic development plans and local land use plans?			
Has your community identified its tourism strengths, weaknesses, opportunities and threats and made recommendations on how it can capitalize on the strengths and opportunities and turn threats and weaknesses into opportunities?			

Does your tourism marketing/development plan describe desirable consumer markets based on the community's product, research, and tourism objectives?			
Does your tourism marketing/development plan analyze the community's tourism competitors?			
Has your community identified visitor carrying capacity and developed a strategy to "manipulate" visitation to achieve optimal numbers of visitors in specific areas and in specific periods of the year?			
Have you established goals which are consistent with your vision statement including specific actions and tasks?			

Part 4 : A 21st Century Community is unique and has a distinct "sense of place".

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Has your community identified a theme which guides tourism development and helps us "tell interesting stories" to your visitors?"			
Has your community identified and documented its unique qualities and interesting stories?			
Has your community identified its natural, historical, and cultural aspects that are valued by residents and visitors?			
Has your community identified ways to maintain community character, its unique qualities and its sense of place? (Includes integrated planning efforts, ordinances, zoning, MOUs, open space preservation/acquisition, etc.)			
Has your community developed/protected its entryways in such a way that they are aesthetically pleasing and welcoming to visitors?			
Is your community aware of resources and tools available for preserving natural, cultural, and historical resources?			

Part 5: A 21st Century Community enhances quality of life through tourism development that results in higher earning and high-quality, career employment.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Has your community identified specific tourism products that it does not currently have, but which would (a) be compatible with local culture; (b) capitalize on existing assets; (c) be in demand by visitors; and (d) have the potential to created higher earnings?			
Has your community developed annual festivals/events that introduce visitors to local culture/resources and encourage them to visit in the off-season and/or extend their visit by one or more days?			
Has your community linked or packed its products to facilitate visitor access to community resources and encourage longer stays?			
Does your community have a system in place to help businesses share customers?			
Does your community encourage repeat visitation by creating a friendly environment? Does your community and high school participate in the SuperHost program?			
Does your community provide evening activities for visitors?			
Has your community identified the number of jobs which are directly or indirectly related to tourism and identified the number of jobs that are year-round, career positions vs. The number that are seasonal?			
Has your community identified areas of tourism employment which could provide year-round, career employment for residents?			

Part 6: A 21st Century Community carefully identifies projects to which will achieve its tourism development goals.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Has your committee carefully identified and prioritized possible tourism projects?			
Has your committee completed a scoping process to describe a proposed project as it would be in completed form giving sufficient detail for you to then assess its probable impacts?			
Has your committee conducted an economic impact analysis relative to the proposed project?			
Has your committee conducted a social impact analysis relative to the proposed project?			
Has your committee conducted an environmental impact analysis relative to the proposed project?			

Part 7: A 21st Century Community is aware of tools available via the Internet to assist in the tourism development process.

Question	Performance: Rate Yourself 1 - 5 (low to high)	Importance: Rate Yourself 1 - 5 (low to high)	✓ to include in 21 st Plan
Does your community know how to access Our Town's Community Tourism Assessment Handbook?			
Does your community know how to access the Western Rural Development Center's Tourism Collection?			